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Signature

Cheryl Arnold Ferne

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE*In re* application of:

Sanjay RANKA et al.

Serial No. 10/017,074

Filed: December 7, 2001

For: METHOD, ALGORITHM, AND COMPUTER
PROGRAM FOR TARGETING MESSAGES
INCLUDING ADVERTISEMENTS IN AN
INTERACTIVE MEASURABLE MEDIUM

Examiner: Not yet assigned

Group Art Unit: 3622

**INFORMATION DISCLOSURE STATEMENT SUBMITTED
PRIOR TO THE FIRST OFFICIAL ACTION**

RECEIVED
SEP 17 2002
GROUP 3600

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Applicant submits herewith patents which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. While this Statement may be "material" pursuant to 37 C.F.R. §1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to therein is "prior art" for this invention unless specifically designated as such. A listing of patents is shown on enclosed PTO Form 08A and a copy of each patent is also enclosed.

This information disclosure statement is being filed in compliance with 37 CFR 1.97(b)(3) as being filed before the mailing date of the first office action on the merits.

Respectfully submitted,

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /M.M./

Please type a plus sign (+) inside this box PTO/SB/8A (08-00) Approved for use through 10/31/2002. OMB 06510031
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Substitute for form 1449A/PTO

Complete if Known

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)



Application Number	10/017,074
Filing Date	December 7, 2001
First Named Inventor	Sanjay RANKA
Group Art Unit	3622
Examiner Name	Not Yet Assigned

Sheet	1	of	1	Attorney Docket Number	A-70646/RMA
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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)		
/M.M./	A1	5,727,129	BARRETT et al.	03-10-1998	RECEIVED SEP 17 2002 GPO U.S. GOVERNMENT PRINTING OFFICE 2002 500-100-0273
	B1	5,848,397	MARSH et al.	12-08-1998	
	C1	5,884,305	KLEINBERG et al.	03-16-1999	
	DI	5,937,392	ALBERTS	08-10-1999	
	E1	5,809,481	BARON et al.	09-15-1998	
	FI	5,873,068	BEAUMONT et al.	02-16-1999	
	GI	5,937,037	KAMEL et al.	08-10-1999	
	HI	6,128,651	CEZAR	10-03-2000	
	J1	6,161,127	CEZAR et al.	12-12-2000	
	K1	6,182,059	ANGOTTI et al.	01-30-2001	
▼	LI	5,617,538	HELLER	04-01-1997	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Office ³ Number ⁴ (if known)	Kind Code ² (if known)			
	M1					
	N1					

OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION
	O1		YES <input type="checkbox"/> NO <input type="checkbox"/>
	P1		RECEIVED SEP 20 2002 GPO U.S. GOVERNMENT PRINTING OFFICE 2002 500-100-0273

Examiner Signature /Marilyn Macasiano/ Date Considered 08/19/2008

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO-Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁵Applicant is to place a check mark here if English Language Translation is attached.

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